

ABSTRACT

A system allows a product supplier to maintain a distributor organization which provides low transaction costs throughout the sales chain. The system provides each distributor with a subdomain web site available to consumers within a domain controlled by a product supplier server. The distributor website provides a means for providing information to, and taking orders from, consumers wishing to buy the product supplier products. The distributor website is based on a modifiable website template provided by the product supplier and is customizable to a certain extent whereby the distributor may choose options to modify the website. The distributor website is connected to a product supplier computer whereby product supplier business software and hardware maintain distributor information and provide transactional functions for the commercial chain, such as order taking, taxation, collection, and product shipping which can be performed directly by the product supplier. The distributor may track sales and request commission payments through a secure area of the subdomain website.